configured to apply the liquid product to a surface to be treated, and a second support portion configured to elastically support the first portion, wherein the first portion has a different density than the second portion, and

wherein the absorbent member is compressible.

86. (New) The applicator device of claim 75, further comprising a removable closure member for sealably closing the opening.

87. (New) The applicator device of claim 75, wherein the first and second portions are integrally formed.

88. (New) The applicator device of claim 75, wherein at least one of the support portion and the application portion has open pores or cells of a mean size ranging from 50 μm to 1.5 mm.

89. (New) The applicator device of claim 75, wherein the reservoir includes a compressible body.

90. (New) The applicator device of claim 89, wherein the compressible body is a deformable tube.

91. (New) The applicator device of claim 89, wherein said body includes at least one elastically deformable portion.

92. (New) The applicator device of claim 75, wherein the support portion has a greater compressibility than a compressibility of the application portion.

93. (New) The applicator device of claim 75, wherein the application portion of the absorbent member is movable between a first position wherein the application portion extends out of the reservoir through the opening and a second position, wherein the application portion is at least substantially contained in the reservoir.

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94. (New) The applicator device of claim 75, wherein the support portion is attached to the application portion.

95. (New) The applicator device of claim 75, wherein the support portion includes at least one block of an elastically deformable material.

96. (New) The applicator device of claim 95, wherein the support portion includes a block of foam.

97. (New) The applicator device of claim 96, wherein the block of foam includes one of open cells and semi-open cells.

98. (New) An applicator device for a liquid product, the applicator comprising:

a reservoir for containing the liquid product, the reservoir having an opening;

a removable closure member for sealably closing the opening;

an applicator member provided in the reservoir, the applicator member including a first end portion configured to be impregnated with the product and a second end portion, opposite the first end portion, the second end portion including a product application surface and being axially moveable between a first position wherein the second end portion extends out of the reservoir through the opening, and a second position wherein the second end portion is at least substantially contained in the reservoir, the applicator member including at least one block formed of at least one spongy material; and

an elastically compressible support supporting the applicator member in the reservoir, the support having a compressibility greater than the compressibility of the application member.

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99. (New) The applicator device of claim 98, wherein the applicator member has a compressibility such that the block becomes compressed during at least one of application of product via the product application surface and placement of the applicator member in the second position.

100. (New) The applicator device of claim 98, wherein the support includes an element that is distinct from the applicator member.

101. (New) The applicator device of claim 98, wherein said support includes a spring.

102. (New) The applicator device of claim 101, wherein the spring is formed of one of plastic and metal.

103. (New) The applicator device of claim 98, wherein the support includes at least one block of an elastically deformable material.

104. (New) The applicator device of claim 103, wherein the support includes a block of foam.

105. (New) The applicator device of claim 104, wherein the block of foam includes one of open cells and semi-open cells.

106. (New) The applicator device of claim 103, wherein the at least one block of elastically deformable material of the support is secured to the applicator member.

107. (New) The applicator device of claim 98, wherein the applicator member is attached to the support.

108. (New) The applicator device of claim 107, wherein the applicator member is attached to the support by one of bonding, welding, and crimping.

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109. (New) The applicator device of claim 98, wherein the support has at least one portion integral with the applicator member, said at least one portion being configured to have greater compressibility than the remainder of the applicator member.

110. (New) The applicator device of claim 98, wherein the difference in compressibility between the applicator member and the support results from the presence of an indentation formed on the applicator member on at least part of its periphery.

111. (New) The applicator device of claim 98, wherein the applicator member includes at least one passage passing through it.

112. (New) The applicator device of claim 111, wherein the passage terminates adjacent to the product application surface.

113. (New) The applicator device of claim 98, wherein the applicator member and the support are arranged inside a housing provided at least partially inside a neck of the reservoir, the housing being configured to be in fluid communication with the liquid product in the reservoir.

114. (New) The applicator device of claim 113, further comprising a perforated element separating the housing from the liquid product in the reservoir.

115. (New) The applicator device of claim 114, wherein the perforated element is configured to provide one-way flow towards the product application surface.

116. (New) The applicator device of claim 98, wherein the applicator member is formed from a block of one of open-cell foam and semi-open cell foam.

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117. (New) The applicator device of claim 98, wherein the applicator member includes, near the product application surface, one of a rigid foam, a perforated element, a woven, a non-woven, a felt, and a mesh.

118. (New) The applicator device of claim 98, wherein the removable closure member is configured such that sealable closing of the opening causes the second end portion of the applicator member to move from the first position to the second position.

119. (New) The applicator device of claim 98, wherein at least one of the support and the applicator member has open pores or cells of a mean size ranging from 50 μm to 1.5 mm.

120. (New) The applicator device of claim 98, wherein the reservoir includes a compressible body.

121. (New) The applicator device of claim 120, wherein the compressible body is a deformable tube.

122. (New) The applicator device of claim 120, wherein said body includes at least one elastically deformable portion.

123. (New) The applicator device of claim 98, wherein at least one of the applicator member and the support is made of foam.

124. (New) The applicator device of claim 98, wherein the applicator member is removably mounted in the reservoir.

125. (New) The applicator device of claim 98, wherein the compressibility of the support is approximately two to four times greater than the compressibility of the applicator member.

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126. (New) The applicator device of claim 98, wherein the reservoir contains the product and the product is a cosmetic product.

127. (New) The applicator device of claim 98, wherein the reservoir contains the product and the product is one of a glue, a correction fluid, and a stain remover.

128. (New) A method of applying a cosmetic product, comprising:

providing the applicator device of claim 98 with a cosmetic product in the reservoir;

pressing on the product application surface of the applicator member to supply the cosmetic product to the applicator member; and

placing the product application surface in contact with an area to be treated to apply the cosmetic product.

129. (New) An applicator device for a liquid product, the applicator comprising:

a reservoir for containing the liquid product, the reservoir having an opening;

a removable closure member for sealably closing the opening;

an applicator member provided in the reservoir, the applicator member including a first end portion configured to be impregnated with the product and a second end portion, opposite the first end portion, the second end portion including a product application surface and being axially moveable between a first position wherein the second end portion extends out of the reservoir through the opening, and a second position wherein the second end portion is at least substantially contained in the reservoir, the applicator member comprising an absorbent material and configured to be at least partially compressed; and

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an elastically compressible support supporting the applicator member in the reservoir, the support having a compressibility greater than the compressibility of the application member,

wherein the applicator member is configured to release product absorbed by the application member in response to compression of the application member.

130. (New) The applicator device of claim 129, wherein the applicator member has a compressibility such that the applicator member becomes compressed during at least one of application of product via the product application surface and placement of the applicator member in the second position.

131. (New) The applicator device of claim 129, wherein the support includes an element that is distinct from the applicator member.

132. (New) The applicator device of claim 129, wherein said support includes a spring.

133. (New) The applicator device of claim 132, wherein the spring is formed of one of plastic and metal.

134. (New) The applicator device of claim 129, wherein the support includes at least one block of an elastically deformable material.

135. (New) The applicator device of claim 134, wherein the support includes a block of foam.

136. (New) The applicator device of claim 135, wherein the block of foam includes one of open cells and semi-open cells.

137. (New) The applicator device of claim 134, wherein the at least one block of elastically deformable material of the support is secured to the applicator member.

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138. (New) The applicator device of claim 129, wherein the applicator member is attached to the support.

139. (New) The applicator device of claim 138, wherein the applicator member is attached to the support by one of bonding, welding, and crimping.

140. (New) The applicator device of claim 129, wherein the support has at least one portion integral with the applicator member, said at least one portion being configured to have greater compressibility than the remainder of the applicator member.

141. (New) The applicator device of claim 129, wherein the difference in compressibility between the applicator member and the support results from the presence of an indentation formed on the applicator member on at least part of its periphery.

142. (New) The applicator device of claim 129, wherein the applicator member includes at least one passage passing through it.

143. (New) The applicator device of claim 142, wherein the passage terminates adjacent to the product application surface.

144. (New) The applicator device of claim 129, wherein the applicator member and the support are arranged inside a housing provided at least partially inside a neck of the reservoir, the housing being configured to be in fluid communication with the liquid product in the reservoir.

145. (New) The applicator device of claim 144, further comprising a perforated element separating the housing from the liquid product in the reservoir.

146. (New) The applicator device of claim 145, wherein the perforated element is configured to provide one-way flow towards the product application surface.

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147. (New) The applicator device of claim 129, wherein the applicator member is formed from a block of one of open-cell foam and semi-open cell foam.

148. (New) The applicator device of claim 129, wherein the applicator member includes, near the product application surface, one of a rigid foam, a perforated element, a woven, a non-woven, a felt, and a mesh.

149. (New) The applicator device of claim 129, wherein the removable closure member is configured such that sealable closing of the opening causes the second end portion of the applicator member to move from the first position to the second position.

150. (New) The applicator device of claim 129, wherein at least one of the support and the applicator member has open pores or cells of a mean size ranging from 50 μm to 1.5 mm.

151. (New) The applicator device of claim 129, wherein the reservoir includes a compressible body.

152. (New) The applicator device of claim 151, wherein the compressible body is a deformable tube.

153. (New) The applicator device of claim 151, wherein said body includes at least one elastically deformable portion.

154. (New) The applicator device of claim 129, wherein at least one of the applicator member and the support is made of foam.

155. (New) The applicator device of claim 129, wherein the applicator member is removably mounted in the reservoir.

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156. (New) The applicator device of claim 129, wherein the compressibility of the support is approximately two to four times greater than the compressibility of the applicator member.

157. (New) The applicator device of claim 129, wherein the reservoir contains the product and the product is a cosmetic product.

158. (New) The applicator device of claim 129, wherein the reservoir contains the product and the product is one of a glue, a correction fluid, and a stain remover.

159. (New) A method of applying a cosmetic product, comprising:

providing the applicator device of claim 129 with a cosmetic product in the reservoir;

pressing on the product application surface of the applicator member to supply the cosmetic product to the applicator member; and

placing the product application surface in contact with an area to be treated to apply the cosmetic product.

160. (New) An applicator device for a liquid product, the applicator comprising:

a reservoir for containing the liquid product, the reservoir having an opening; and

an absorbent member provided in fluid communication with the reservoir, the absorbent member comprising at least two portions, a first application portion configured to apply the liquid product to a surface to be treated, and a second support portion configured to elastically support the first portion,

wherein the first portion has a different density than the second portion, and

wherein the absorbent member is configured to release absorbed product upon compression of the absorbent member.

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161. (New) The applicator device of claim 160, further comprising a removable closure member for sealably closing the opening.

162. (New) The applicator device of claim 160, wherein the first and second portions are integrally formed.

163. (New) The applicator device of claim 160, wherein at least one of the support portion and the application portion has open pores or cells of a mean size ranging from 50 μm to 1.5 mm.

164. (New) The applicator device of claim 160, wherein the reservoir includes a compressible body.

165. (New) The applicator device of claim 164, wherein the compressible body is a deformable tube.

166. (New) The applicator device of claim 164, wherein said body includes at least one elastically deformable portion.

167. (New) The applicator device of claim 160, wherein the support portion has a greater compressibility than a compressibility of the application portion.

168. (New) The applicator device of claim 160, wherein the application portion of the absorbent member is movable between a first position wherein the application portion extends out of the reservoir through the opening and a second position, wherein the application portion is at least substantially contained in the reservoir.

169. (New) The applicator device of claim 160, wherein the support portion is attached to the application portion.

170. (New) The applicator device of claim 160, wherein the support portion includes at least one block of an elastically deformable material.

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171. (New) The applicator device of claim 160, wherein the support portion includes a block of foam.

172. (New) The applicator device of claim 171, wherein the block of foam includes one of open cells and semi-open cells.

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